

# Housing Finance Authority of Miami-Dade County

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# Florida Issuer Showcase

**The mind is like a parachute, it works best open!**

**Pack a parachute!**

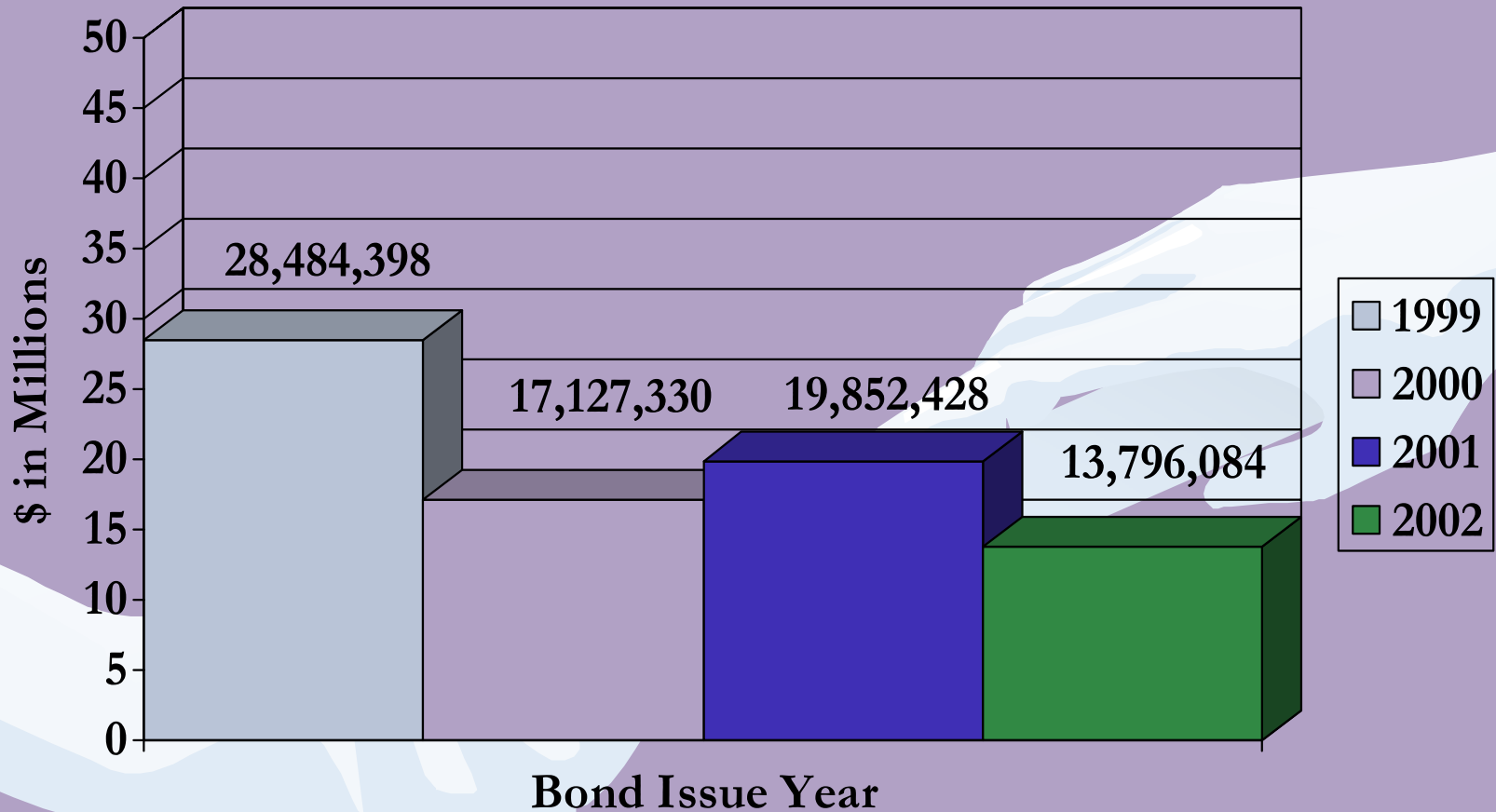


# Overview

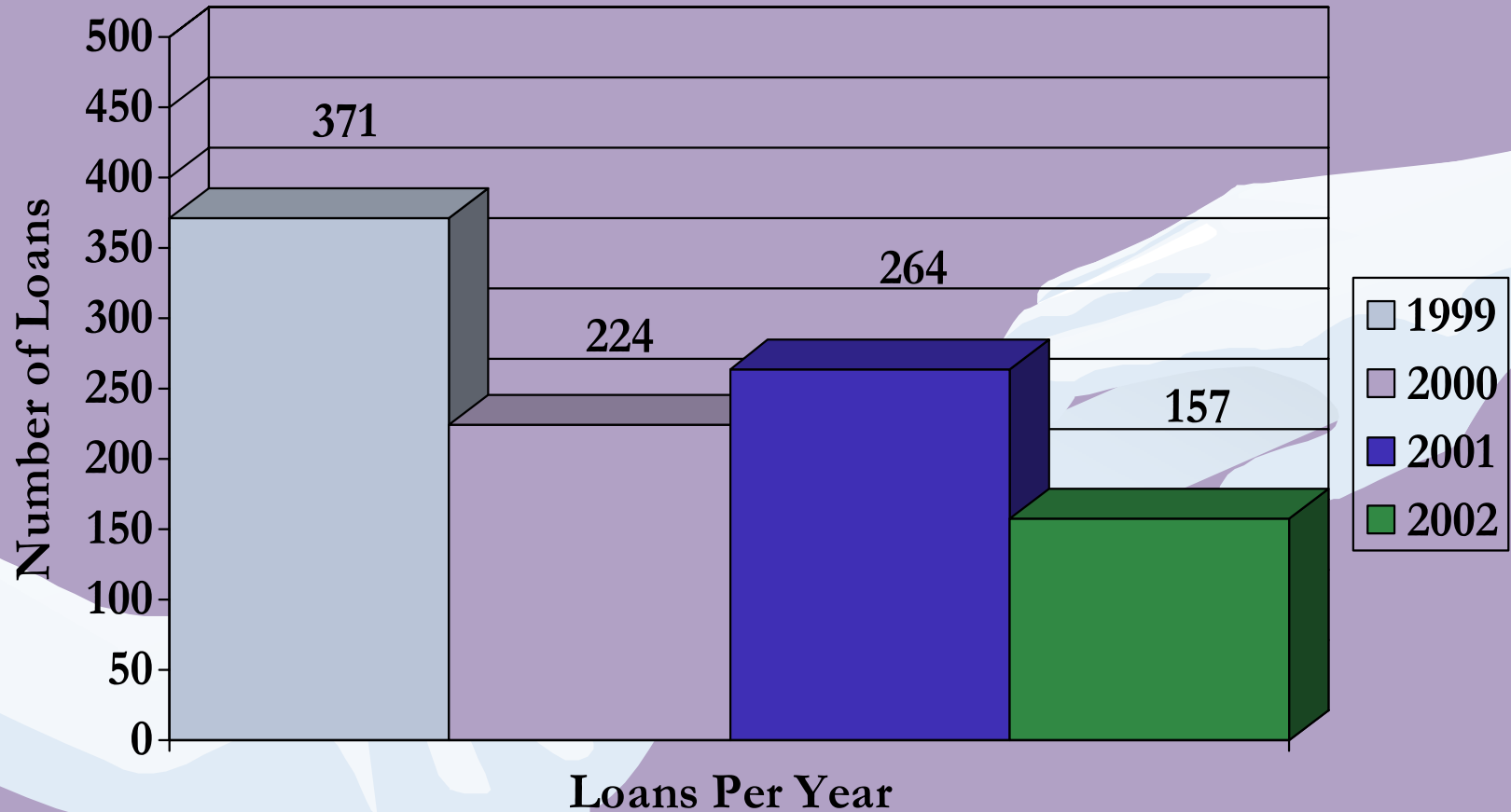
The Authority offers:

- Below market interest rate mortgage loans for first time homebuyers purchasing in Miami-Dade County.
- Individual homeownership counseling through its' non profit, the Miami-Dade Affordable Housing Foundation.
- Educational homeownership workshops throughout Miami-Dade with housing partners.

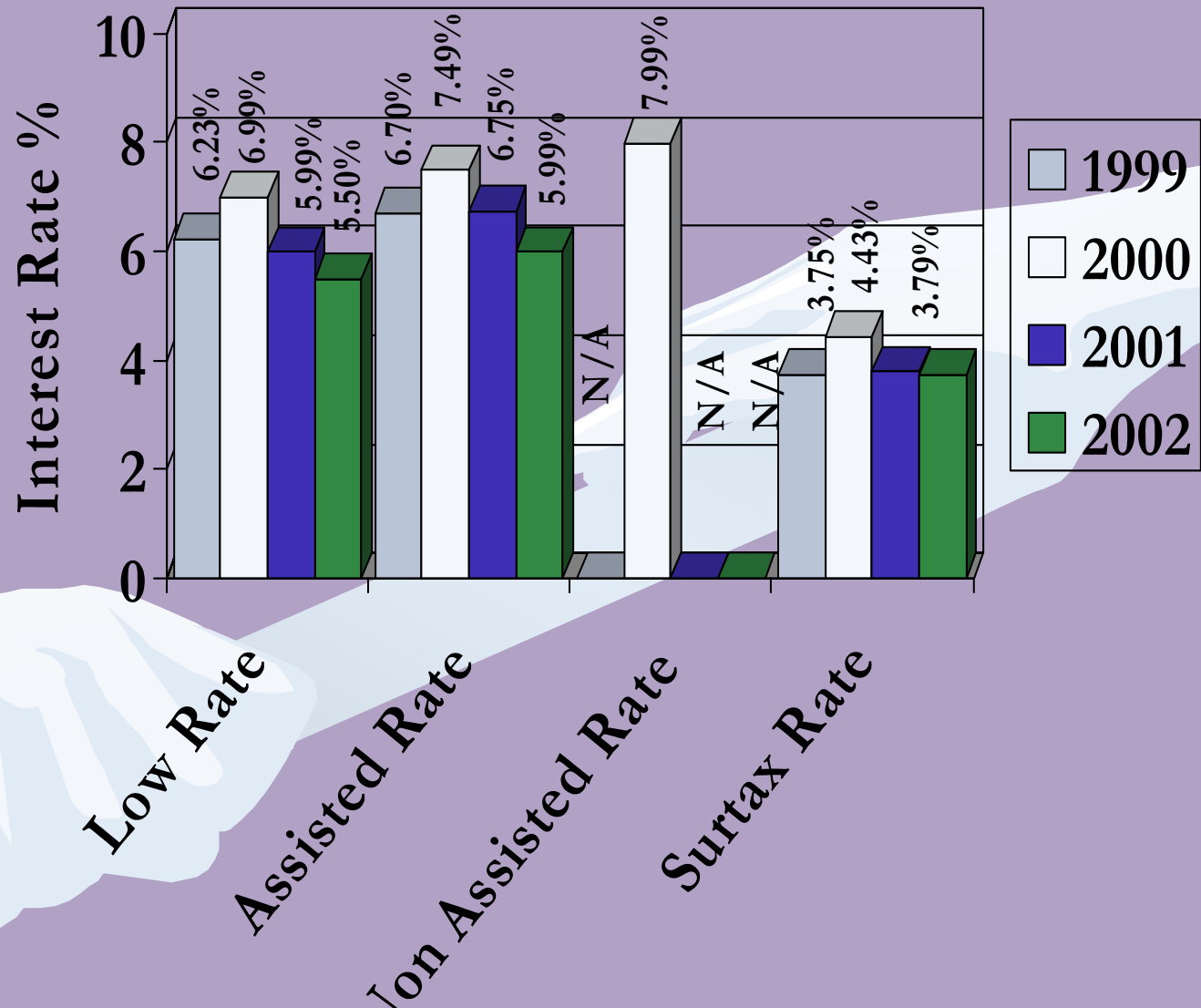
# Single Family Bond Issues 1999 - 2002




# Single Family Bond Loans 1999 - 2002



# Single Family Bond Interest Rates 1999 - 2002



# Making the deal work

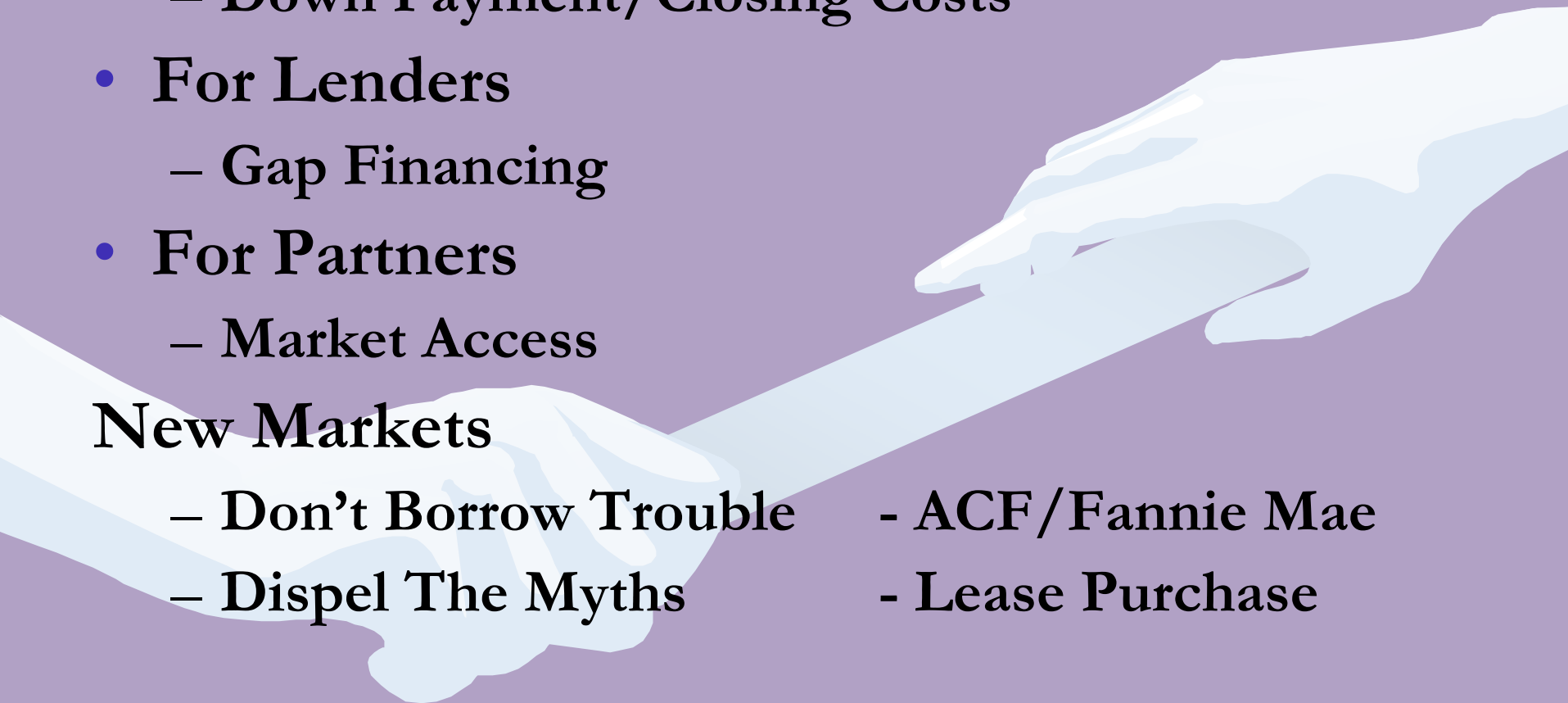
- **Bond Structure**
    - Proactive team
    - Market sensitive
  - **Assistance Options**
    - Gap financing
    - IDA
  - **Market Diversity by income, language, site**
  - **Funding Diversity: HOME, Surtax, IDA, SHIP**
- 
- A stylized illustration of two hands shaking, symbolizing a deal or agreement. The hands are rendered in a light blue and white color scheme, with the fingers interlaced in a firm grip. The background is a solid purple color.

# MAKE THE DEAL WORK

- **For the Market**
  - Down Payment/Closing Costs
- **For Lenders**
  - Gap Financing
- **For Partners**
  - Market Access

## **New Markets**

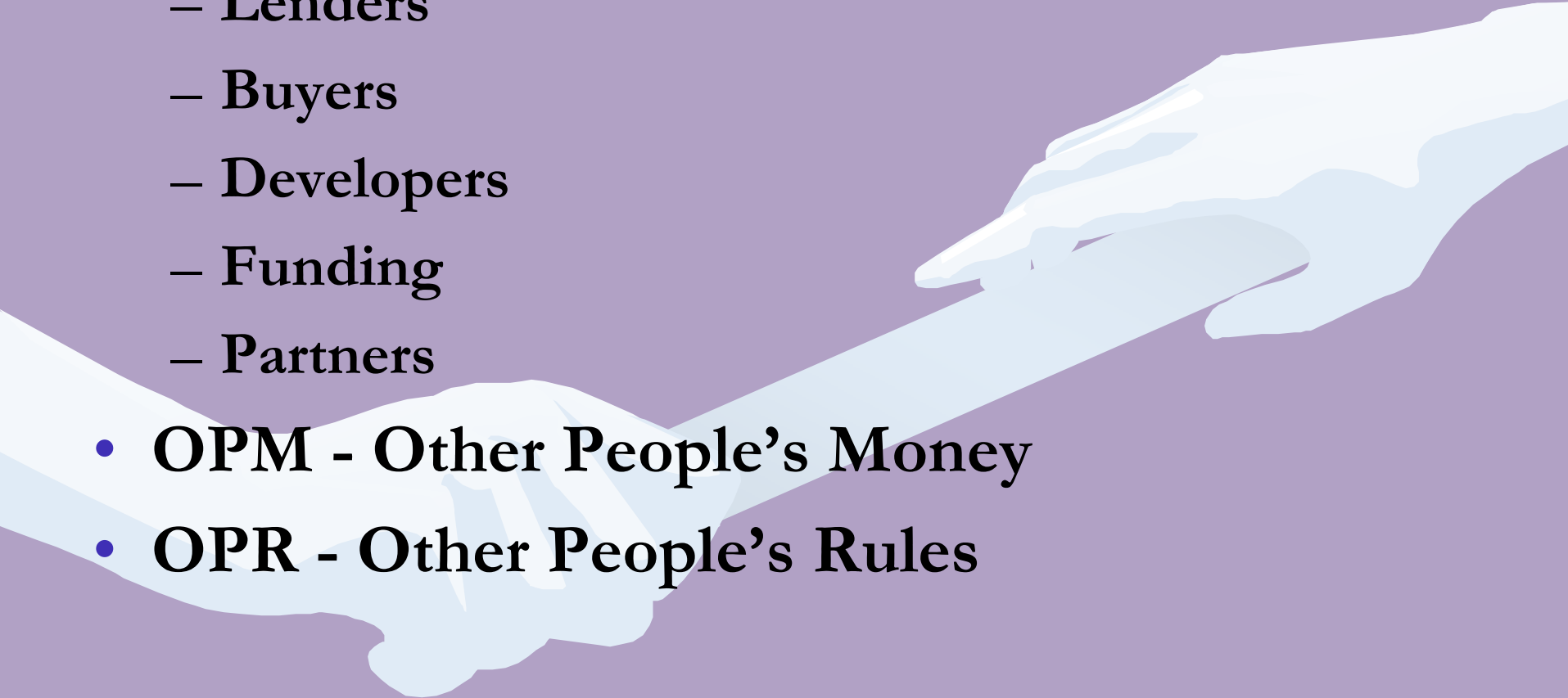
- Don't Borrow Trouble
- Dispel The Myths
- ACF/Fannie Mae
- Lease Purchase





# Challenges

- **Building rapport**
  - Lenders
  - Buyers
  - Developers
  - Funding
  - Partners
- **OPM - Other People's Money**
- **OPR - Other People's Rules**



# Challenges

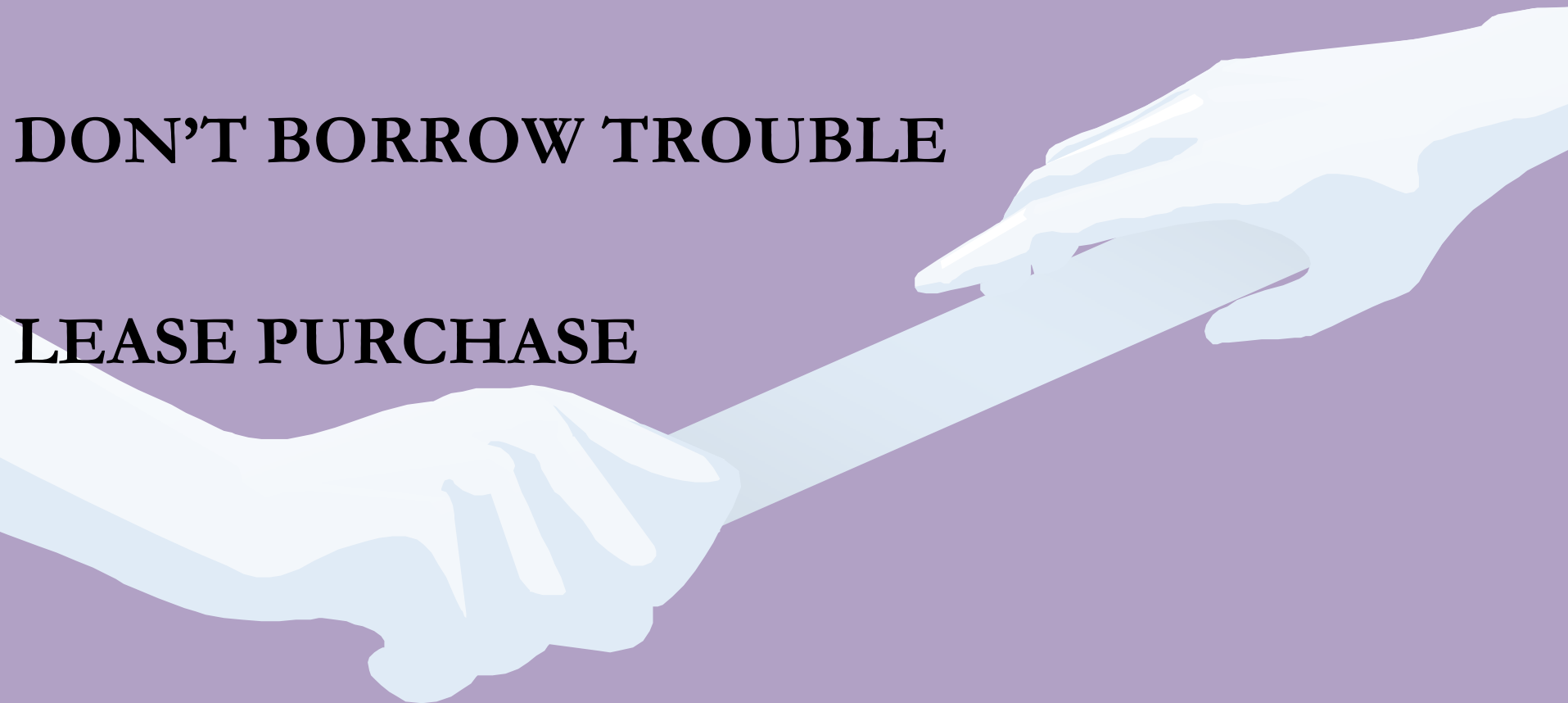
- Creating, maintaining home buyer clubs
  - Penetrate markets via clubs tailored to culture or language : **PORTUGUESE, ASIAN**
  - Increase Attendance via marketing and partnerships
  - Graduation via customer service
  - Buyers via gap financing, counseling, housing stock

# Launch New Products

**DISPEL THE MYTHS**

**DON'T BORROW TROUBLE**

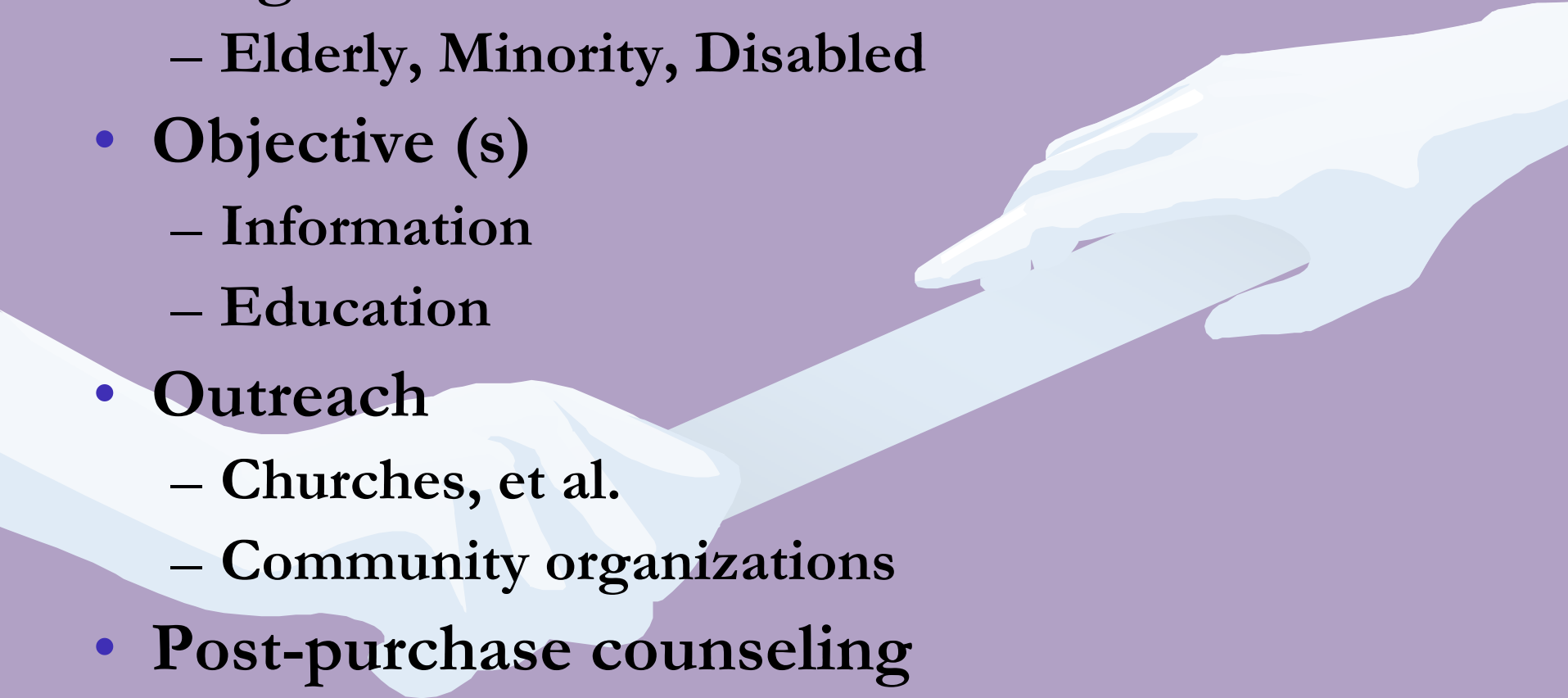
**LEASE PURCHASE**



# Don't Borrow Trouble

## POST-PURCHASE

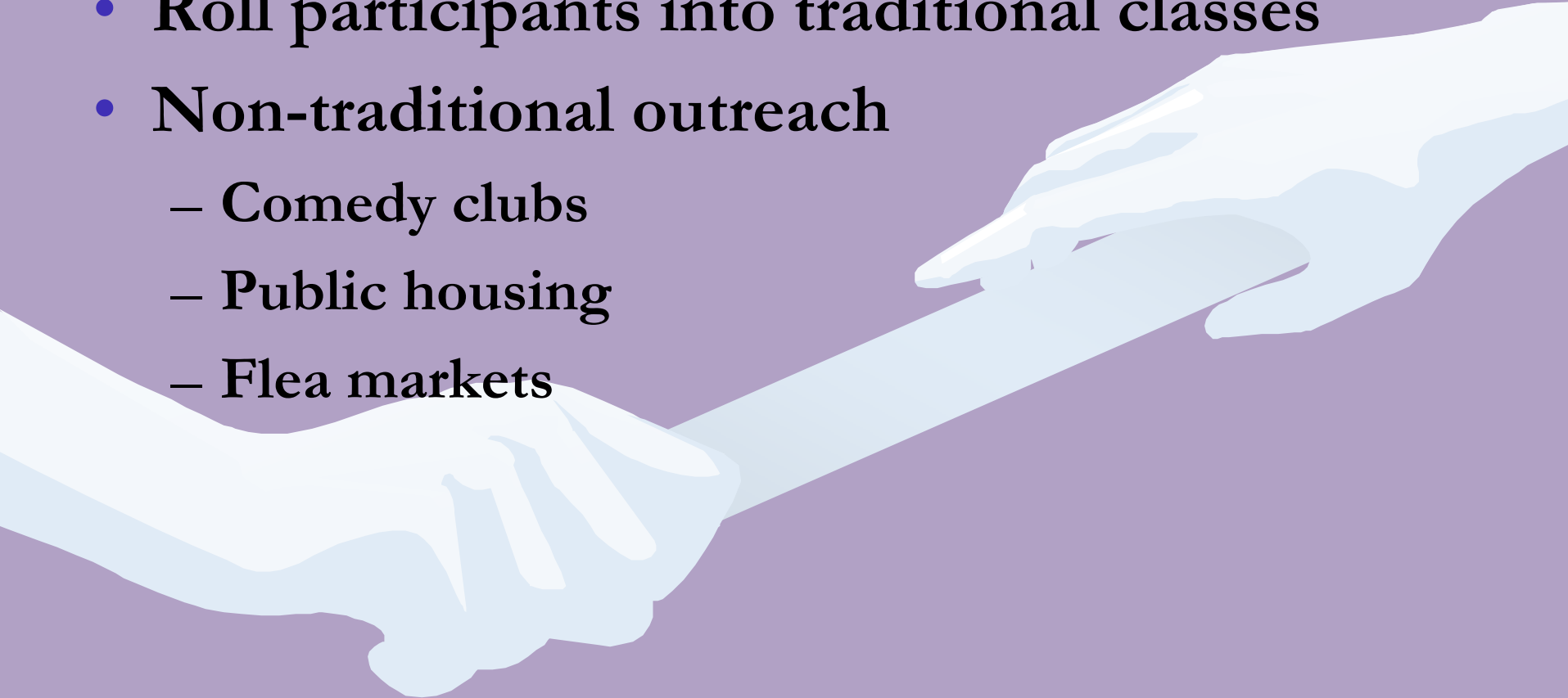
- **Target Market**
  - Elderly, Minority, Disabled
- **Objective (s)**
  - Information
  - Education
- **Outreach**
  - Churches, et al.
  - Community organizations
- **Post-purchase counseling**



# DISPEL THE MYTHS

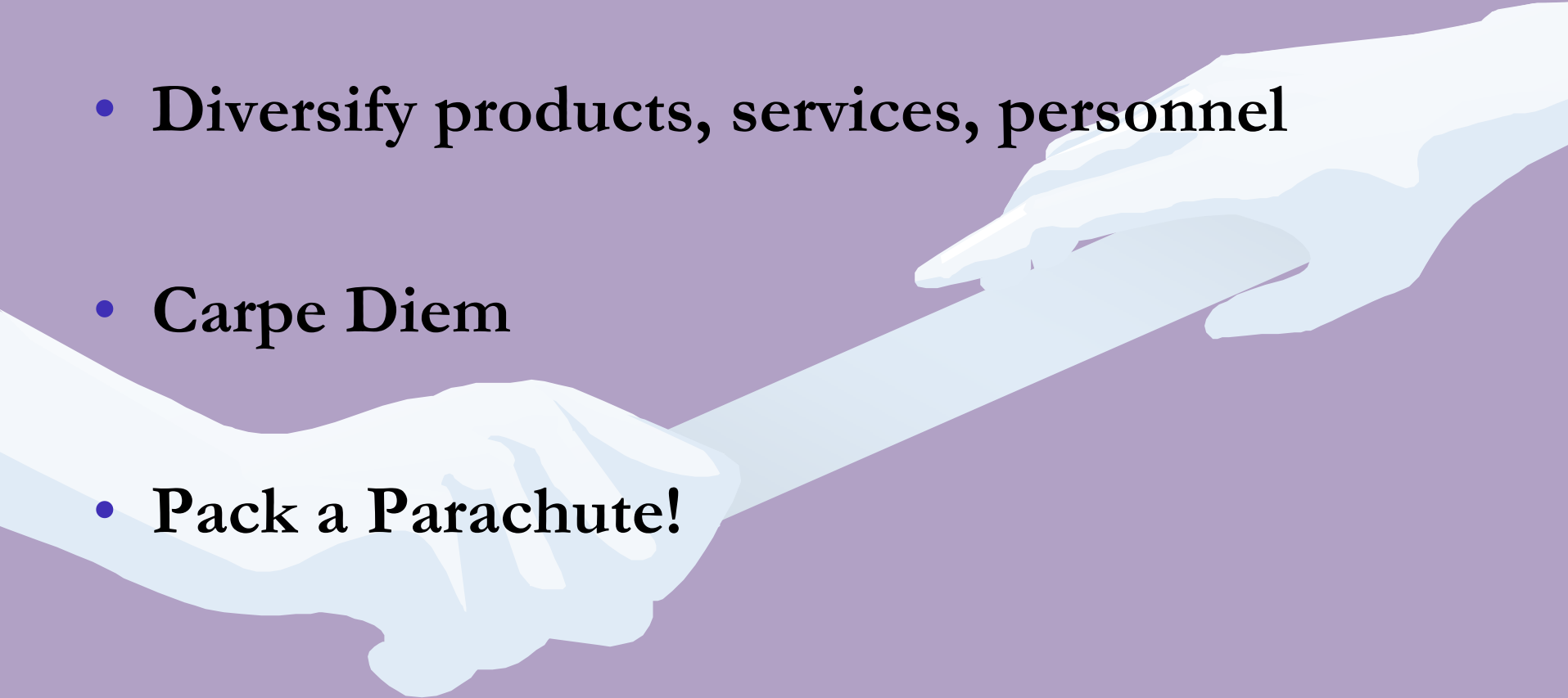
## Unmotivated buyer

- Short video-based, interactive introduction
- Roll participants into traditional classes
- Non-traditional outreach
  - Comedy clubs
  - Public housing
  - Flea markets



# Showcase Summary

- Operate like private industry – profit driven
- Diversify products, services, personnel
- Carpe Diem
- Pack a Parachute!



ITS MORE FUN TO COLOUR  
OUTSIDE THE LINES

